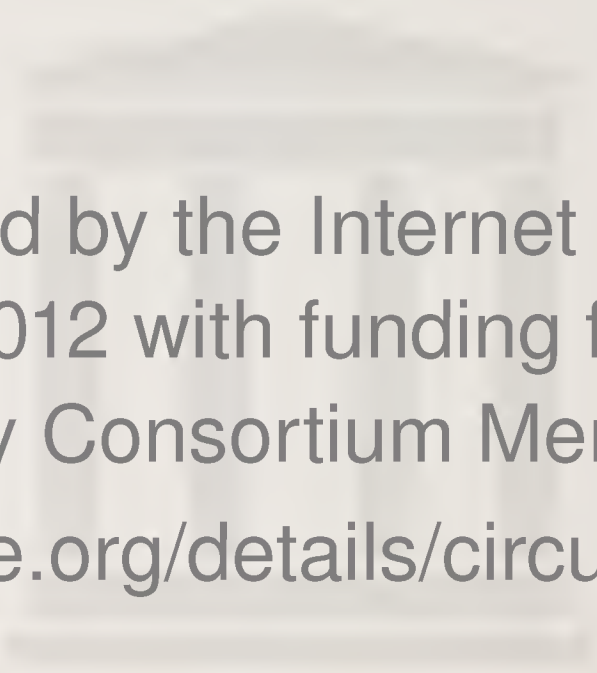


50-51

Swain

S C H O O L O F D E S I G N



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SWAIN SCHOOL OF DESIGN

at the

WILLIAM W. CRAPO GALLERY

19 HAWTHORN ST., NEW BEDFORD, MASS.

INCORPORATED 1881 NOT FOR PROFIT

1950 — 1951

APPROVED BY THE BOARD OF COLLEGIATE AUTHORITY

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ALBERT N. ALDERSON, Director

ALDA ALVES, Registrar



PREFACE

The Swain School of Design Founded in 1881 operates under a limited endowment fund established under the will of its founder, William W. Swain. Registration fees are assessed each student, as set forth elsewhere in this catalog, as a guarantee of faithful attendance and earnest endeavor. The School is a Charter Member of the American Federation of Arts and holds the distinction of being the oldest private school in the State devoted entirely to the teaching of Art.

The curriculum of the school includes, in addition to the four year diploma courses in Advertising Design and Fashion Illustration, Evening and Saturday Classes.

DIPLOMA REQUIREMENTS

Candidates for the diploma are required to complete a four year course of study. Applicants must have passed their sixteenth birthday. Although a high school diploma is not necessary, preference will be given to high school graduates. Students transferring from other schools may be entitled to an advanced rating.

No professional subject will be included during the first year. Students are required to devote not less than ten hours per week for three years to their major subject or field of concentration.

Students whose absences equal twenty per cent of the total class sessions in any one subject, will receive no credit for the course and must repeat the course should it be one required for graduation.

An average grade of C is required for graduation.

ADMISSION REQUIREMENTS

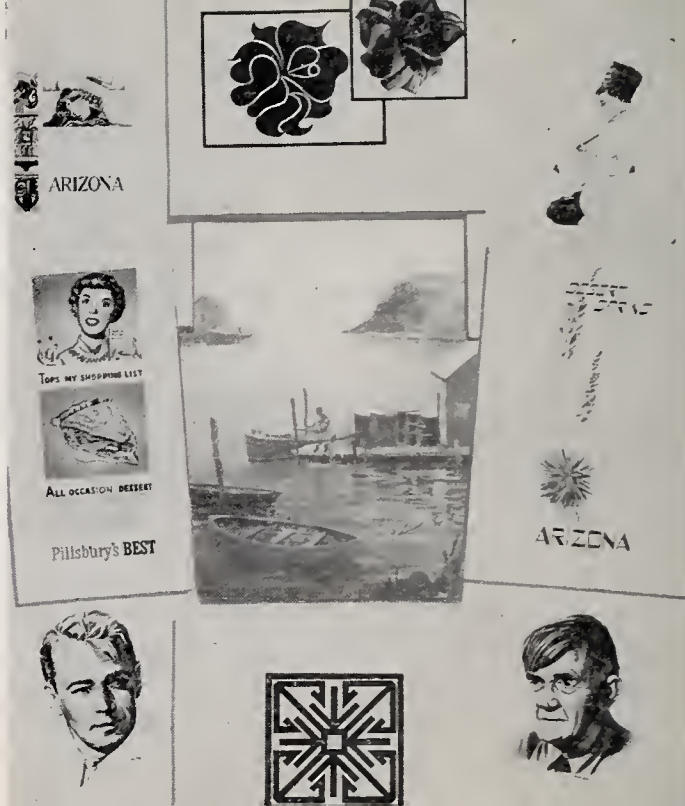
Applicants for admission to the Day Division will be interviewed at the School and must bring with them samples of their work and also three letters from reputable persons in regard to their character and background. A High School diploma is not required. All students accepted for admission to the Division will be on probation for the first semester and at the end thereof will be dismissed, unless they satisfactorily meet the standards of work and character which the School requires. Prior training in the arts is not required, but earnestness of purpose and high moral character are insisted upon.

Applicants for the Evening Division accepted on approval of the Director.

ADVERTISING DESIGN

Advertising Design is recognized today as a valuable adjunct to business. Illustration and designs which vividly impress the buying public, advertising booklets, catalogues and the various forms of printed matter sent through the mails are being used more and more in advertising and sales promotion.

The four year course of instruction is designed to prepare students to compete successfully in this field. The first year program includes instruction in the History of Art, Theory and Use of Color, Elementary Perspective, Lettering, Design, and Free Hand Drawing. The following three years are devoted to a study of Advertising Procedure, Advertising Illustration, Advertising Layout, and Lettering, Composition, Anatomy, Drawing from life, Texture Studies, Illustration and Painting.





PROTECTION PLUS

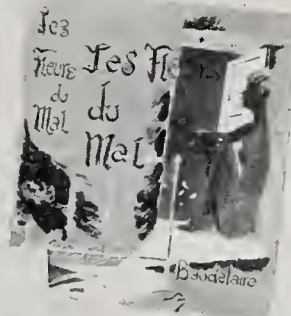
Freeze-X
ANTI-FREEZE



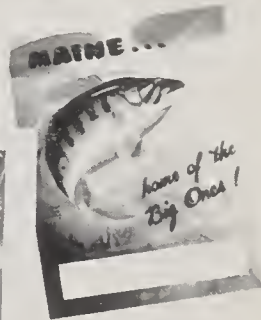
AMERICAN AIRLINES



TWA



Bachelaire



JOHNSON



TWA

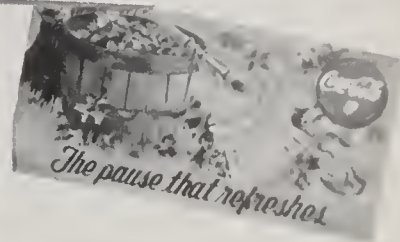
Smooth...



AMOCO



TWA



The pause that refreshes



now you're
talking

AMOCO



TWA



TWA



IT'S
FUTURAMIC

NEW "ROCKET" ENGINE!



BE WISE
GET
AMOCO



TWA



Coca-Cola
Coke



FASHION ILLUSTRATION

Students are adequately prepared to meet the exacting demands of the publishers of fashion and pattern periodicals, clothing manufacturers, fashion art service bureaus, and agencies.

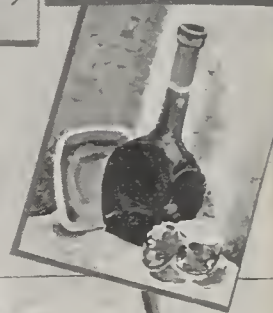
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EVENING DIVISION

The Evening Classes form an important department of the School. Those who are employed during the day, or for other reasons are unable to attend the Day School, are offered substantially the same opportunities as students enrolled in other departments of the school.

The Evening Classes include instruction in the essentials of drawing and painting. Students have the privilege of selecting their own subject matter and field concentration. The instructors willingly co-operate to arrange a program of study to meet special requirements. The minimum age limit for students entering the evening classes is sixteen years. Certificates of accomplishment are awarded students completing four years of systematic study.



SATURDAY DIVISION

Several classes are maintained Sat. A. M. for children.

The first class accomodates children between the ages of seven and nine. In this class, children develop a love for creative expression in line and form thru Drawing and Painting. The objectives completed in this division are practical and form a basis for successfully pursuing the work in the other classes.

Children between the ages of ten and fifteen are given an opportunity to select the subject they would prefer to study. The subjects offered are; Watercolor, Oil Painting, Fashion Drawing, Commercial Art, and Sketching.

Day and Evening Division fees may be paid in one or two installments at the beginning of each semester.
 Saturday fees may be paid in one or three installments.

When paid in three installments, payments are due and payable in advance, on the day of entrance and the first Monday of January and March.

	Per Semester	Per Year
Full time Day classes will be in session 9:00 A.M. to 2:45 P.M..... Luncheon period 11:30 A.M. to 12:15 P.M.	\$75.00	\$150.00
Evening Classes, (Monday and Thursday) 7:00 to 9:00 P.M.....	\$15.00	\$30.00
	Per Term	Per Year
All Saturday Morning Classes, 9:30 to 11:30 A.M.....	\$ 5.00	\$15.00
Registration fees are not returnable, in whole or in part, for any cause whatever.		
Admittance to classes will be refused unless registration fee is paid.		
Drawing Board Rental.....	\$ 1.50	
Locker Rental per year Day or Evening (25 cents refunded for key).....	\$ 2.00	
Locker Rental (Saturday Classes).....	\$ 1.00	
Laboratory Fee (Day Division).....	\$ 3.00	

Art Materials may be purchased at the School Store.

